

IN THE CLAIMS

Please Amend the Claims in accordance with the following mark-up copy:

1. (Currently Amended) A computer-performed method of operating a browser executing within a general-purpose computer system, said method comprising:
 - detecting user activity within a main browser window of said browser;
 - parsing said detected activity to determine a target of said detected activity;
 - comparing said target to determine whether or not said target is in a list of pre-selected targets;
 - in response to said comparing determining that said target is in said list, activating a secondary browser window; and
 - displaying content associated with said target in said secondary browser window, wherein said content is supplemental content that differs from ordinary content specified by said target.
2. (Original) The method of Claim 1, further comprising:
 - second detecting a second user activity within said secondary browser window;
 - and
 - responsive to said second detecting, transferring a locator associated with said second user activity to said primary browser window, whereby content associated with said second user activity is displayed in said primary browser window.

3. (Original) The method of Claim 2, further comprising hiding said secondary browser window in response to said second detecting having detected a second user activity corresponding to a second target for which all responsive content is targeted for display in said primary browser window.

4. (Original) The method of Claim 1, wherein said detecting further detects an active locator of said primary browser window and wherein said parsing determines said target from said user activity and said active locator.

5. (Currently Amended) The method of Claim 4, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of said search engine for said search engine key, and wherein said displaying displays said supplemental content associated with said search engine key.

6. (Original) The method of Claim 1, wherein said target is a link containing a next locator for said primary browser window, and further comprising blocking said primary browser window from activating said next locator in response to a result of said comparing.

7. (Original) The method of Claim 1, wherein said target is a link containing a next locator for said primary browser window, and wherein said displaying displays content associated with said next locator.

8. (Original) The method of Claim 1, further comprising:
transmitting a result of said comparing to a server; and
pushing content from said server in response to reception of said result of said
comparing, and wherein said displaying displays said pushed content.

9. (Original) The method of Claim 1, further comprising:
transmitting a result of said parsing to a server; and
pushing content from said server in response to reception of said result of said
parsing, and wherein said displaying displays said pushed content.

10. (Original) The method of Claim 1, further comprising: second detecting a
geographical location associated with a user of said general-purpose computer system,
and wherein said displaying displays content associated with said target and filtered by
said geographical location in said secondary browser window.

11. (Original) The method of Claim 10, further comprising:
transmitting a result of said parsing to a server along with an indication of said
geographical location;
selecting content in conformity with said geographical location and said result of
said parsing; and
pushing said selected content from said server, whereby said displaying displays
said pushed content selected in conformity with said geographical location.

12. (Currently Amended) A computer system comprising:

a processor for executing program instructions, a memory for storing said program instructions and data;

browser program instructions for providing an Internet browser executed by said processor from said memory; and

browser helper program instructions, wherein said browser helper program instructions comprise program instructions for:

receiving an indication of user activity within a main browser window of said browser from said browser program instructions,

parsing said detected activity to determine a target of said detected activity,

comparing said target to determine whether or not said target is in a list of pre-selected targets,

in response to said comparing determining that said target is in said list, activating a secondary browser window, and

displaying content associated with said target in said secondary browser window, wherein said content is supplemental content that differs from ordinary content specified by said target.

13. (Original) The computer system of Claim 12, wherein said browser helper program instructions further comprise program instructions for:

detecting a second user activity within said secondary browser window; and
responsive to said detecting, transferring a locator associated with said second user activity to said browser program instructions, whereby content associated with said second user activity is displayed in said primary browser window.

14. (Original) The computer system of Claim 13, wherein said browser helper program instructions further comprise program instructions for
hiding said secondary browser window in response to said program instructions for detecting having detected a second user activity corresponding to a second target for which all responsive content is targeted for display in said primary browser window.

15. (Original) The computer system of Claim 12, wherein said browser helper program instructions for receiving further receive an active locator of said primary browser window and wherein said browser helper program instructions for parsing determine said target from said user activity and said active locator.

16. (Currently Amended) The computer system of Claim 15, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of said search engine for said search engine key, and wherein said browser helper program instructions further comprise program instructions for displaying ~~display~~ said supplemental content associated with said search engine key.

17. (Original) The computer system of Claim 12, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions further comprise program instructions for directing said browser program instructions to block said primary browser window from activating said next locator in response to a result of said comparing.

18. (Original) The computer system of Claim 12, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions for displaying ~~display~~ content associated with said next locator.

19. (Original) The computer system of Claim 12, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

transmitting a result of said comparing to said server; and

receiving pushed content from said server sent in response to reception of said result of said comparing, and wherein said program instructions for displaying display said pushed content.

20. (Original) The computer system of Claim 12, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

transmitting a result of said parsing to said server; and

receiving pushed content from said server sent in response to reception of said result of said comparing, and wherein said program instructions for displaying display said pushed content.

21. (Original) The computer system of Claim 12, wherein said browser helper program instructions further comprise program instructions for detecting a geographical location associated with a user of said general-purpose computer system, and wherein said browser helper program instructions for displaying display content associated with said target and filtered by said geographical location in said secondary browser window.

22. (Original) The computer system of Claim 21, wherein said computer system is coupled to a server via the Internet, said server having a processor for executing server program instructions and a memory for storing said program instructions, and wherein said server program instructions comprise program instructions for:

receiving a result of said parsing along with an indication of said geographical location;

selecting content in conformity with said geographical location and said result of said parsing; and

pushing said selected content to said computer system, whereby said displaying displays said pushed content selected in conformity with said geographical location.

23. (Currently Amended) A computer program product comprising ~~signal-bearing~~
computer-readable storage media for execution within computer system comprising
browser helper program instructions for implementing a browser helper object for adding
functionality to a browser executed within said computer system, said browser helper
program instructions comprising program instructions for:

receiving an indication of user activity within a main browser window of said
browser from said browser,

parsing said detected activity to determine a target of said detected activity,

comparing said target to determine whether or not said target is in a list of pre-
selected targets,

in response to said comparing determining that said target is in said list, activating
a secondary browser window, and

displaying content associated with said target in said secondary browser window,
wherein said content is supplemental content that differs from ordinary content specified
by said target.

24. (Original) The computer program product of Claim 23, wherein said browser
helper program instructions further comprise program instructions for:

detecting a second user activity within said secondary browser window; and

responsive to said detecting, transferring a locator associated with said second
user activity to said browser, whereby content associated with said second user activity is
displayed in said primary browser window.

25. (Original) The computer program product of Claim 24, wherein said browser helper program instructions further comprise program instructions for hiding said secondary browser window in response to said program instructions for detecting having detected a second user activity corresponding to a second target for which all responsive content is targeted for display in said primary browser window.

26. (Original) The computer program product of Claim 23, wherein said browser helper program instructions for receiving further receive an active locator of said primary browser window and wherein said browser helper program instructions for parsing determine said target from said user activity and said active locator.

27. (Original) The computer program product of Claim 26, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of said search engine for said search engine key, and wherein said browser helper program instructions further comprise program instructions for displaying display said supplemental content associated with said search engine key.

28. (Original) The computer program product of Claim 23, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions further comprise program instructions for directing said browser to block said primary browser window from activating said next locator in response to a result of said comparing.

29. (Original) The computer program product of Claim 23, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions for displaying display content associated with said next locator.

30. (Original) The computer program product of Claim 23, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

transmitting a result of said comparing to said server, and

receiving pushed content from said server sent in response to reception of said result of said comparing, and wherein said program instructions for displaying display said pushed content.

31. (Original) The computer program product of Claim 23, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

transmitting a result of said parsing to said server, and

receiving pushed content from said server sent in response to reception of said result of said parsing, and wherein said program instructions for displaying display said pushed content.

32. (Original) The computer program product of Claim 23, wherein said browser helper program instructions further comprise program instructions for detecting a geographical location associated with a user of said general-purpose computer system, and wherein said browser helper program instructions for displaying display content associated with said target and filtered by said geographical location in said secondary browser window.